CLAIMS

1. A system for measuring user interaction with a defined space on a network site of a network, the system comprising:

at least one server in communication with the network, the server hosting one or more network sites where each network site includes a display area having one or more defined spaces, each defined space having a predetermined area on the display area of the network site; and

at least one user computer in communication with the network, the user computer including a browser that selectively interacts with network sites, the user computer further having a cursor manipulated by the user about the display area of an interacted network site, and the user computer selectively recording interaction data relative to cursor placement on a specific defined space on the display area of the interacted network site and transmitting the interaction data to the server hosting the defined space.

2. The system of claim 1, wherein:

the network is the Internet; and

the network site is a website.

3. The system of claim 2, wherein the user computer records the interaction data by execution of a program in Javascript.

13

4.      The system of claim 2, wherein the user computer transmits the interaction data to the server hosting the defined space at the conclusion of the interaction between the browser of the user computer and a website.

5.      The system of claim 1, wherein the user computer records interaction data including frequency of the cursor placement on a specific defined space.

6.      The system of claim 1, wherein the user computer records interaction data including the duration of the cursor placement on a specific defined space.

7.      The system of claim 1, wherein the defined space is an advertisement space.

8.      The system of claim 1, wherein the defined space is a web page of a website.

9. A method for measuring user interaction with a defined space on a network site hosted by a server on a network, each network site including a display area that has one or more defined spaces where each defined space has a predetermined area on the display area, the network further having at least one user computer in communication therewith including a browser that selectively interacts with network sites, the user computer further having a cursor manipulated by the user about the display area of an interacted network site, the method comprising the steps of:
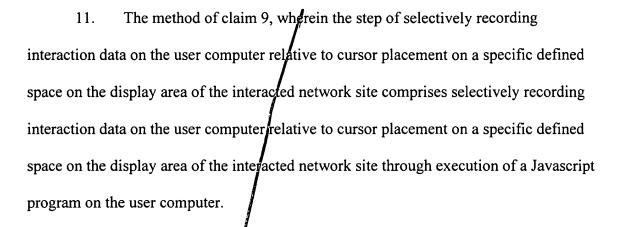
interacting with a network site through the browser on the user computer;

selectively recording interaction data on the user computer relative to cursor placement on a specific defined space on the display area of the interacted network site; and

transmitting the interaction data to the server hosting the defined space.

10. The method of claim 9, wherein:

the network is the Internet; and

the step of interacting with a network site through the browser on the user computer network site comprises interacting with a website through the browser on the user computer.

15

11.     The method of claim 9, wherein the step of selectively recording

interaction data on the user computer relative to cursor placement on a specific defined

space on the display area of the interacted network site comprises selectively recording

interaction data on the user computer relative to cursor placement on a specific defined

space on the display area of the interacted network site through execution of a Javascript

program on the user computer.

12.     The method of claim 9, wherein the step of transmitting the interaction

data to the server hosting the defined space comprises transmitting the interaction data to

the server hosting the defined space at the conclusion of the interaction between the

browser of the user computer and the interacted network site.

13.     The method of claim 9, wherein the step of selectively recording

interaction data on the user computer comprises selectively recording interaction data on

the user computer relative to frequency of the cursor placement on a specific defined

space on the display area of the interacted network site.

14.     The method of claim 9, wherein the step of selectively recording

interaction data on the user computer comprises selectively recording interaction data on

the user computer relative to the duration of the cursor placement on a specific defined

space on the display area of the interacted network site.